PRD – Blinkit Application

**Contents**

Overview .................................................................................. 1

Hero Scenario ............................................................................ 1

Personas ................................................................................... 1

Key User Stories .......................................................................... 1

Metrics .................................................................................... 1

Mockups .................................................................................... 1

**Overview**

A comprehensive grocery delivery management app designed to streamline the process of placing orders, managing inventories, and tracking delivery status for users, stores, and delivery partners. Blinkit aims to make grocery shopping and delivery efficient and convenient.

**Hero Scenario**

1. Any user can place an order for groceries and household essentials from nearby stores.
2. Stores receive the order and update order status during processing.
3. Delivery partners pick up and deliver the groceries in a timely manner.
4. Users can track their orders in real-time and provide feedback after delivery.

**Personas**

1. User – A customer ordering groceries and essentials.
2. Store Staff– Individuals managing stock, preparing orders, and coordinating with delivery teams.
3. Delivery Partner– Person delivering orders to customers.
4. Admin – Person overseeing the platform, managing stores, and supporting delivery operations.

**Key User Stories**

1. As a user, I should be able to browse available products, add them to the cart, and place orders.
2. As a user, I should be able to view and track my order status in real-time.
3. As store staff, I should be able to manage incoming orders, track inventory, and prepare items for delivery.
4. As a delivery partner, I should be able to view assigned orders, navigate to the store for pickup, and deliver items.
5. As an admin, I should be able to monitor the performance and activity of stores and delivery partners.
6. As an admin, I should be able to onboard new stores and delivery partners to expand coverage.

**Metrics**

1. Number of active users, stores, and delivery partners.
2. Total number of orders placed and fulfilled.
3. Average time taken for order preparation and delivery.
4. Customer satisfaction ratings per order and store.